

Certification Of Facsimile Transmission

I hereby certify that this paper is being facsimile transmitted to (571) 571-273-8300 at the U.S. Patent and Trademark Office on September 7, 2005.

  
\_\_\_\_\_  
Frances Doyle

Attorney Docket No.: 100809-16225 (SCEI 18.302)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventors : Ken KUTARAGI  
Shinichi OKAMOTO  
Keiso SHIMAKAWA  
Makoto KUBO  
Yutaka KAGIWADA

RECEIVED  
CENTRAL FAX CENTER

SEP 07 2005

Serial No. : 09/780,995

Filed : February 9, 2001

Title : IN-CONTENTS ADVERTISING METHOD, IN-CONTENTS  
ADVERTISING SERVER, AND PROGRAM-  
TRANSFERRING MEDIUM FOR REALIZING IN-  
CONTENTS ADVERTISING

Examiner : Raquel Alvarez

Art Unit : 3622

September 7, 2005

Commissioner for Patents  
P. O. Box 1450  
Alexandria, VA 22313-1450

AMENDMENT

Sir:

In connection with a Request for Continued (RCE) Examination Transmittal filed concurrently herewith, please amend the subject application as follows:

84073927\_1.DOC